PRODUCT PROMOTION PLAN

5th Sales Cycle

Sept. 2-Oct. 25, 1974

NATIONAL
P.P.P.

PHILIP MORRIS U.S.A.

BUILDING TO #1

Source: https://www.industrydocuments.ucsf.edu/docs/rxll0000

2005200769

FIFTH SALES CYCLE

	SEPTEMBER 2, 1974 – OCTOBER 25, 1974							
Week Starting	2	9	16	23	30	7	14	
1st Featured Brands	Marlboro 100's Box, Lights and/or Menthol, Red							
2nd Featured Brands	Benson & Hedges 100's				Benson & Hedges Multifilter			
3rd Featured Brands	Benson & Hedges Multifilter				Virginia Slims			

BACKGROUND INFORMATION

MARLBORO – 1ST FEATURED BRAND

Consumer Offer:

- Generic

Merchandising:

Display Marlboro 100's Box, Lights and/or Menthol with Marlboro Red Box as first major brand during the entire eight weeks of the cycle. The flexibility for Marlboro Family display during this cycle provides you with the opportunity to analyze each account to determine where and how each Marlboro packing can be upgraded.

Facts About the Brand:

- Marlboro Red + 7.2%
- Marlboro 100's +22.0%
- Marlboro Lights +33.5%
- Marlboro Menthol +16.3%
- Combined Marlboro Sales + 9.9%

SEPTEMBER						
S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER						
S	M	T	W	T	F	S
30	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

BENSON & HEDGES 100's
2ND FEATURED BRAND
1ST 4 WEEKS

SEPTEMBER						
S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Consumer Offer:

- Benson & Hedges 100's will continue with the Panasonic Emergency Light Promotion featured during the 4th cycle of 1974. The Light is mounted on a Special Wall Bracket, contains Long-Life Batteries, a 1–year Written Warranty, and lights only when removed from the brackets.
- *Retail Price:* $4.95
- *Consumer Offers:* $3.00 plus 2 empty packages of Benson & Hedges 100's, Regular or Menthol.

The offer will be supported with distinctive Point-Of-Sale Materials and Advertising in Sunday Supplements.

Facts About the Brand:

- Benson & Hedges Regular + 9.1%
- Benson & Hedges Menthol +13.7%
- Total Benson & Hedges 100's +10.7%

Benson & Hedges 100's – AMERICA'S FAVORITE CIGARETTE BREAK.

BENSON & HEDGES MULTIFILTER
2ND FEATURED BRAND - 2ND 4 WEEKS
3RD FEATURED BRAND - 1ST 4 WEEKS

SEPTEMBER						
S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

OCTOBER						
S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

Consumer Offer:

- Generic
- Benson & Hedges Multifilter Point-Of-Sale Materials will feature – Multifilter is "Today's Great Tasting Cigarette With Lowered Tar and Nicotine."
- Benson & Hedges Multifilter's new advertising campaign – "Life Just Isn't That Simple Anymore", which began in May with national media support, together with the brand's bright new soft pack, provides Multifilter with excellent exposure for 1974.

VIRGINIA SLIMS
3RD FEATURED BRAND - 2ND 4 WEEKS

OCTOBER						
S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

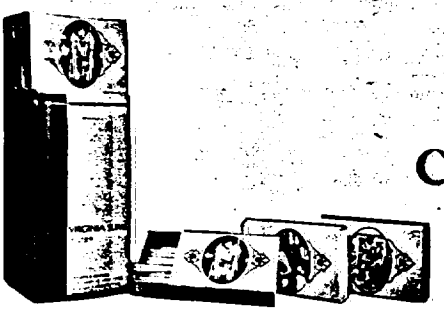
Consumer Offer:

- Virginia Slims will feature "Free" Nostalgic Matches with each two packs purchased. The matches will be "on the packs."
- Promotion Objectives

  Gain trial among competitive smokers.
  Reinforce the brand's advertising campaign.

Facts About the Brand:

- Virginia Slims Regular +11.5%
- Virginia Slims Menthol +17.2%
- Total Brand +13.9%
- Supermarkets: The brand's most important outlet.
- 25% of all women smokers have tried Virginia Slims.



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PRODUCT PROMOTION PLAN

5th Sales Cycle

Sept. 2-Oct. 25, 1974

TO: FIELD SALES FORCE

FROM: J. J. Gillis

The first six months of this year have produced impressive sales gains on all our major brands.

During the fifth cycle, we will feature Marlboro, Benson & Hedges, Virginia Slims and Benson & Hedges Multifilter.

With these products and the support being provided, we can continue to establish our growth objectives.

To accomplish this, we must place particular emphasis on maintaining adequate inventories at every level of trade. We must also use every means to improve our display impact at the point of sale.

We are confident that with your dedication, important achievements in these areas can be made.

Jack Gillis

JJG:gc

SP 5A - 74

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Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]

MANAGEMENT SELL-IN CY

DIVISION MANAGERS

TRAINING

Training is the key to developing professionals. Practice is a basic fundamental.

- Plan your time spent with each Sales Representative efficiently to insure complete understanding of the Product Promotion Plan and the specific objectives of their in-store mission as indicated. Special emphasis should be directed towards the profit opportunity presentation.
- Determine with each Sales Representative areas for development in improving their effectiveness and productivity.

SUPERVISION

- Maintain an on-going program for auditing Daily Work Records and Expense Vouchers. This is an important management responsibility.
- Retail Call Cards must be reviewed constantly to determine that the information is maintained in an updated and accurate manner.
- This will also determine if proper call frequency is being made.
- Summer Samplers will require a termination report and span at the conclusion of their employment. Refer to Managers' Manual for specific instructions.
- Use only Scanner Sheets mailed with the Cycle's P.O.S. Kit. All others must be destroyed unless otherwise instructed.

RETAIL ACTIVITY

Supermarkets: Direct your activities in supermarket calls to:

- Improving product exposure and availability on all major brand packings.
- Attempt to allocate space on Plan-O-Grams more efficiently for major brand packings.
- Gain access to Order Guide to insure product demands are being satisfied.
- Special Marlboro A-1 displays must be utilized efficiently throughout each assignment. Any cancellation must be immediately redirected to other outlets.

Gratis Payment

NOTE: Gratis or the Set/Sell Allowance can be paid in any contract or non contract outlet if the outlet is non-controlled. Gratis and the Set/Sell Allowance cannot be paid in any controlled outlet unless prior authorization is received through the Section Office.

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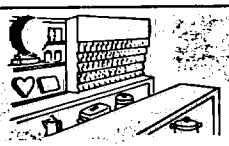
Source: https://www.industrydocuments.ucsf.edu/docs/nkll0000

CLE 5 AUGUST 5 – 30, 1974



AREA MANAGERS–DISTRIBUTOR SALES

DISTRIBUTOR COVERAGE

- Maintain and insure total product availability in support of retail activities.
- Out-of-stock or low stock conditions at the distributor level require constant attention to relieve similar situations in retail outlets.
- Upgrade standing orders at every opportunity to reflect a minimum of 85% of product purchases.

VENDING COVERAGE

The New Vending Programs will have a dramatic impact during the remainder of this year.

- All "Ride-With" Programs must be planned and coordinated with Section Managers to insure the greatest impact for our products in gaining new columns.
- Review the provisions of the new Plan-D merchandising offer and alert all vendors of these new provisions.
- Revised Vending Invoices and account placement forms should be presented to all participating vendors. All other forms must be destroyed. Continue to secure and forward the Quarterly invoices within the prescribed time period.

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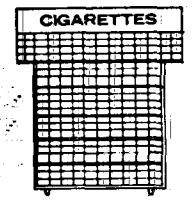
Source: https://www.industrydocuments.ucsf.edu/docs/rxll0000

AREA MANAGERS' CHAIN SALES

PLAN A

- One of your primary responsibilities is to secure adequate space on the carton fixture equal to our market share in your area. Where inequities exist with your accounts, use the Carton Rack Visuals (Analysis III-A Presentation) to help you gain the additional space for our brands.
- Plan-O-Grams must be continually adjusted to reflect the best utilization of space for our major product packings. Slower selling brands can be combined to make available space for these major brands more efficient.



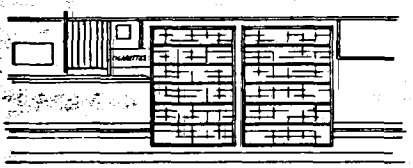
PLAN A-1

- The majority of A-1 Bins for the Parliament Cookbook Promotion have been installed. In instances where chain accounts have cancelled, notify your Section Manager so that surplus bins may be reallocated and utilized.
- All invoices for this promotion should be secured and mailed in no later than September 27, 1974.

- The Marlboro A-1 Generic Family Promotion has by now been presented to your accounts. It is imperative that your accounts are aware that 150 cartons or more must be available for display.
- Audit a representative number of stores within each chain account during this cycle to determine the efficiency and effectiveness of this display. This practice must become a standing procedure.

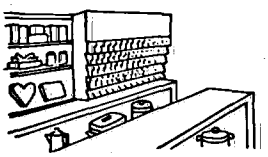
• MERCHANDISING •

SHOW AND SELL CONCEPT



- Show and Sell is a proven alternative to merchandising cigarettes where security is a major concern.
- Show and Sell areas can also be extended into Service Center concepts.

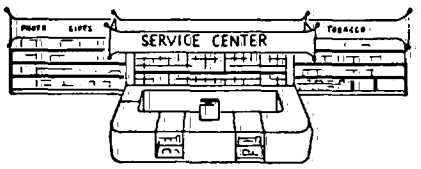
PACK MASTER™ MERCHANDISER



- All sizes 8, 12 & 16 channels are avsilable and should be ordered in the normal manner.

SERVICE CENTER

- Increasing number of Service Centers are being installed in high volume accounts throughout the country.
- Continue to follow-up all presentations made with chain management. Whenever additional assistance is needed in presentations or in the development of materials for layouts or design renderings, our National Accounts Department will provide this service.



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Source: https://www.industrydocuments.ucsf.edu/docs/rxl00000

MILITARY REPRESENTATIVES
FIFTH SALES CYCLE

SEPTEMBER 2, 1974 – OCTOBER 25, 1974

FEATURED BRANDS

National advertising will be placed behind the brands preceded by an asterisk (*). For your information, you will be provided with national sales figures for all major brands through June, 1974.

BRANDS	MIL. GROWTH	NAT. GROWTH	BRANDS	MIL. GROWTH	NAT. GROWTH
*Marlboro 80/85	+ 2.2%	+ 7.4%	*Parliament 80/85	– 2.1%	– 2.1%
*Marlboro Lights	+34.5%	+33.5%	*Parliament 100's	+25.6%	+16.3%
*Total Marlboro 100's	+19.00%	+22.4%			
*Marlboro Menthol	– 5.2%	+16.1%	*Total B&H Multifilter	– 7.3%	– 1.4%
*Total Marlboro	5.3%	+10.1%			
			*B&H Regular 100's	+ 6.3%	+ 9.2%
*Virginia Slims Regular	14.9%	+11.6%	*B&H Menthol 100's	+12.3%	+13.8%
*Virginia Slims Menthol	29.3%	+17.4%			

The sales figures above provide you with an opportunity to compare the sales of our brands in your area with sales on a national scale.

DISTRIBUTION/INVENTORY

Identify several accounts that have distribution voids this cycle. Make special distribution presentations designed to secure distribution for brands not stocked.

Review your accounts in an effort to identify those with an inventory problem. Recommend an average weekly order designed to bring inventory up to par.

You recently received a Philip Morris Customer Circular No. 429 pertaining to the previously established five (5) case minimum shipment. It is still permissible to sell military outlets only a three-case minimum. You will be notified if this policy changes.

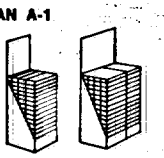
MERCHANDISING

PLAN A

An ample quantity of Shelf Talkers, Coupon Pads and other P.O.S. items used for national promotions are available for use in military outlets. These must be ordered in keeping with your ability to utilize the materials effectively. Order in normal manner.

Every effort must be made to maintain a share of the carton fixture equal to our Market Share in that area. Make sure Plan-O-Grams are followed as adjustments are made in the carton sections.

PLAN A-1



1 column or 2 column

We need to have an inventory of the number of Generic A-1 Bins you have on hand in your storage location. Provide us with the number of one (1) column and the number of two (2) column bins available. This information should be forwarded to George Karnal no later than September 20, 1974.

AAFES B & B1 PROGRAM

These display units provide important product exposure in high volume outlets. Be sure the displays are being properly maintained and in compliance with our merchandising contract.

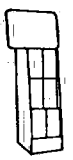
WOOD

WIRE

B1

SET/SELL DISPLAYS

These units can be used and are acceptable where single packages are displayed. Payments are not to be used for this display.

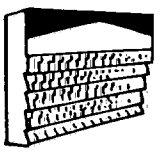


VENDING

Continue to work with the vending specialist on military bases in an effort to secure placements for our brands. Advise your Section Managers of any successes gained as a result of working with the base specialist.

PACK MASTER™ MERCHANDISER

Pack Masters have been widely accepted by many military outlets throughout the country. Units are to be requested in the normal manner. Presentations to military outlets will be an ongoing program.



REPORTING

Business Reviews: Continue making Business Reviews to target customers you have identified. Include in your monthly report any business reviews you were able to present.

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Source: https://www.industrydocuments.ucsf.edu/docs/rxfl0000

PRESENTATION SUGGESTIONS

NON-CONTROLLED OUTLETS

OPENER: _____.

Featured Brands	*Consumer Offer*	*Brands Growth*
Marlboro	See Promotion Rationale	Local Sales Figures
Benson & Hedges 100's or Benson & Hedges Multifilter	See Promotion Rationale	Local Sales Figures
Benson & Hedges Multifilter or Virginia Slims	See Promotion Rationale	Local Sales Figures

BENEFITS: _____.

Profit Structure

• 100 Packs × ____¢ Per Pack	= $_____ GROSS RESALE VALUE
• Number Cartons _____ × $_____ Cost	= $_____ RETAILERS COST
• Subtract Retailers Cost From Gross Sales	= $_____ GROSS DOLLAR PROFIT
—ADD $1.00 (Set/Sell Allowance)	= $_____ SET/SELL ALLOWANCE
—ADD 5 × 50¢ or $2.50 (Gratis Packs)	= $_____ RESALE VALUE—5 FREE PACKS
• ADD GROSS DOLLARS + SET/SELL ALLOWANCE + 5 FREE PACKS	= $_____ TOTAL GROSS $ PROFIT
• TOTAL GROSS DOLLAR PROFIT ÷ GROSS SALES	= $_____ GROSS PROFIT MARGIN

CLOSE: _____.

BRANDS GROWTH AND/OR MARKET SHARE IS AN OPTIONAL ELEMENT OF THIS PRESENTATION AND SHOULD BE USED ON AN AS NEEDED BASIS.

CONTROLLED OUTLETS

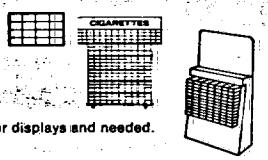
Primary Objectives: (1) Getting to the order guide, (2) Increasing the base inventory in each outlet and (3) Getting the merchandise out on the carton and pack racks.

FORMAT

APPROACH MANAGER: To tell purpose of call _____.

SERVICE DISPLAYS AND RACKS

- Fill and label pack rack.
- Fill and label carton rack.
- Refill and relocate A-1 or other displays and needed.



P.O.S. ITEMS (SMALL PIECES): should be put in place as you are re-setting racks and displays.

INVENTORY CARTONS ON HAND: FOLLOW THESE SELLING POINTS:

- (Brands) in which manager is low or short.
- Manager's inventory status—your past three trips.
- Out of stocks are losing him (Cartons)—(Dollars) Weekly.
- The growth of our brands: (See Promotion Rationale).
- List your order: _____. List by brands _____. Total order _____.
- Make certain all brands needed by the outlets are placed in the order guide. Leave order with manager.
- His weekly order should be increased by _____ cartons.

CLOSE: _____.

1005200776

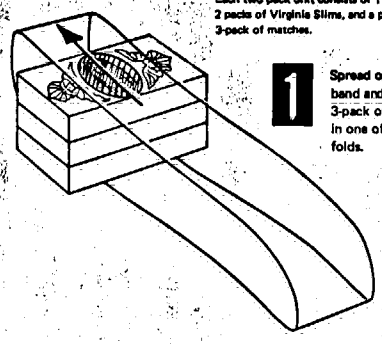
Source: https://www.industrydocuments.ucsf.edu/docs/xxh0000

assembly instructions for

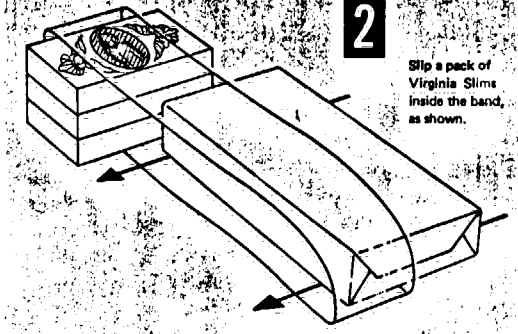
VIRGINIA SLIMS NOSTALGIC MATCH PACK OFFER

(18 2 PACK UNITS PER DISPLAY)

Each two-pack unit consists of 1 vinyl band, 2 packs of Virginia Slims, and a pre-assembled 3-pack of matches.

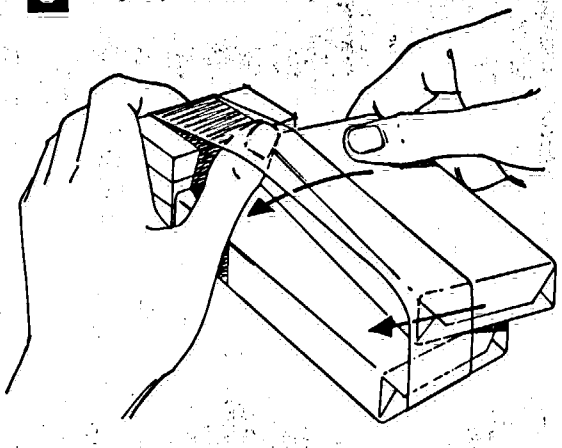


1 Spread open vinyl band and place a 3-pack of matches in one of the end folds.



2 Slip a pack of Virginia Slims inside the band, as shown.

3 Carefully insert another pack of Virginia Slims, starting at a slight angle. Adjust band to center neatly.



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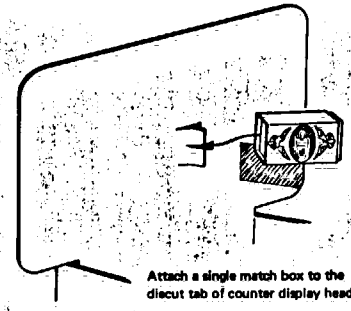

Attach a single match box to the diecut tab of counter display header.

5 Place 18 assembled units in each counter display and locate display prominently.

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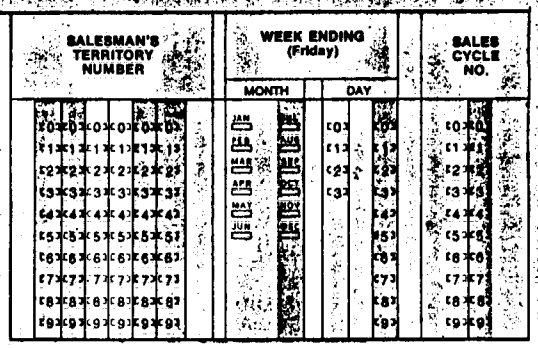
Source: https://www.industrydocuments.ucsf.edu/docs/rxll0000

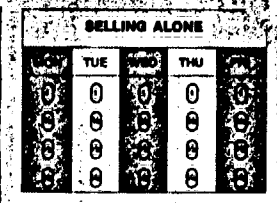
SCANNER SHEET REPORTING INSTRUCTIONS

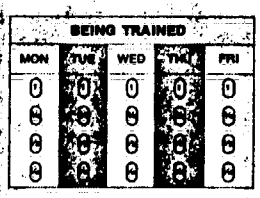
SALESMAN'S NAME _____

TERRITORY NUMBER _____

REPORT IN THESE SECTIONS IN THE NORMAL MANNER. BE ESPECIALLY CAREFUL TO INSURE THAT YOUR PROPER TERRITORY NUMBER IS WRITTEN AND MARKED IN THE APPROPRIATE SPACES.

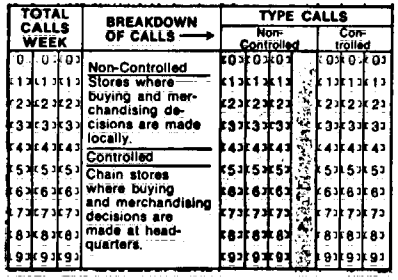




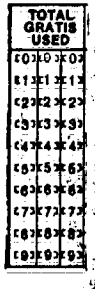


REVIEW YOUR SCANNER CAREFULLY BEFORE MAILING TO MAKE CERTAIN THAT ALL FIELDS ARE MARKED CORRECTLY.

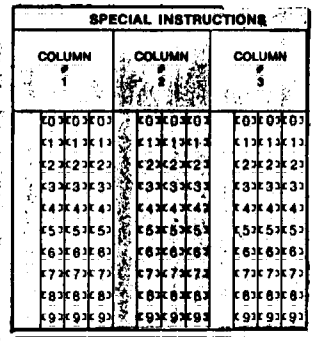
MAIL IN AMPLE TIME FOR THE SCANNER TO ARRIVE IN OKLAHOMA CITY NO LATER THAN MONDAY MORNING.



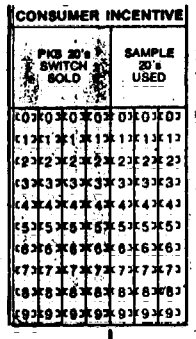
REPORT NUMBER OF NON-CONTROLLED AND NUMBER OF CONTROLLED CALLS MADE EACH WEEK. ALSO REPORT THE TOTAL OF ALL CALLS MADE.



ALL GRATIS USED SHOULD BE COMBINED AND TOTAL PACKS USED REPORTED IN THIS COLUMN.



REPORT IN THESE COLUMNS ONLY AS SPECIFICALLY INSTRUCTED IN YOUR P.P.P.



REPORT TOTAL NUMBER OF 20's SWITCH SOLD IN THIS COLUMN.

REPORT TOTAL NUMBER OF 20's USED FOR ITCH SELLING D SAMPLING IN THIS COLUMN.

100520078

Source: https://www.industrydocuments.ucsf.edu/docs/rxll0000

CARTONS SOLD

1st. MAJOR CIGARETTE

Non-Controlled	Controlled
0 0 0 0 0	0 0 0 0 0
1 1 1 1 1	1 1 1 1 1
2 2 2 2 2	2 2 2 2 2
3 3 3 3 3	3 3 3 3 3
4 4 4 4 4	4 4 4 4 4
5 5 5 5 5	5 5 5 5 5
6 6 6 6 6	6 6 6 6 6
7 7 7 7 7	7 7 7 7 7
8 8 8 8 8	8 8 8 8 8
9 9 9 9 9	9 9 9 9 9

REPORT ALL SALES OF MARLBORO IN THIS COLUMN FOR THE FULL EIGHT WEEKS. MAKE CERTAIN NON- CONTROLLED TOTALS ARE SEPARATED FROM CONTROLLED TOTALS.

2nd. MAJOR CIGARETTE

Non-Controlled	Controlled
0 0 0 0 0	0 0 0 0 0
1 1 1 1 1	1 1 1 1 1
2 2 2 2 2	2 2 2 2 2
3 3 3 3 3	3 3 3 3 3
4 4 4 4 4	4 4 4 4 4
5 5 5 5 5	5 5 5 5 5
6 6 6 6 6	6 6 6 6 6
7 7 7 7 7	7 7 7 7 7
8 8 8 8 8	8 8 8 8 8
9 9 9 9 9	9 9 9 9 9

- REPORT ALL SALES OF B & H 100'S IN THIS COLUMN FOR THE FIRST 4 WEEKS (SEP. 2 – SEP. 27)
- B & H MULTIF. 2ND 4 WEEKS (SEP. 30 – OCT. 25)

3rd. MAJOR CIGARETTE

Non-Controlled	Controlled
0 0 0 0 0	0 0 0 0 0
1 1 1 1 1	1 1 1 1 1
2 2 2 2 2	2 2 2 2 2
3 3 3 3 3	3 3 3 3 3
4 4 4 4 4	4 4 4 4 4
5 5 5 5 5	5 5 5 5 5
6 6 6 6 6	6 6 6 6 6
7 7 7 7 7	7 7 7 7 7
8 8 8 8 8	8 8 8 8 8
9 9 9 9 9	9 9 9 9 9

- REPORT ALL SALES OF B & H MULTIF. IN THIS COLUMN FOR THE FIRST 4 WEEKS (SEP. 2 – SEP. 27)
- VA. SLIMS – 2ND 4 WEEKS (SEP. 30 – OCT. 25)

SUPPLEMENTAL

Non-Controlled	Controlled
0 0 0 0 0	0 0 0 0 0
1 1 1 1 1	1 1 1 1 1
2 2 2 2 2	2 2 2 2 2
3 3 3 3 3	3 3 3 3 3
4 4 4 4 4	4 4 4 4 4
5 5 5 5 5	5 5 5 5 5
6 6 6 6 6	6 6 6 6 6
7 7 7 7 7	7 7 7 7 7
8 8 8 8 8	8 8 8 8 8
9 9 9 9 9	9 9 9 9 9

REPORT THE SALES OF ALL OTHER BRANDS IN THIS COLUMN FOR THE ENTIRE CYCLE.

DISPLAYS

SETUP OR SERVICE

B	B-1
0 0 0	0 0 0
1 1 1	1 1 1
2 2 2	2 2 2
3 3 3	3 3 3
4 4 4	4 4 4
5 5 5	5 5 5
6 6 6	6 6 6
7 7 7	7 7 7
8 8 8	8 8 8
9 9 9	9 9 9

REPORT AS USUAL.

1st. MAJOR CIG.

SET/SELL	SPECIAL ACTIVITY
0 0 0	0 0 0
1 1 1	1 1 1
2 2 2	2 2 2
3 3 3	3 3 3
4 4 4	4 4 4
5 5 5	5 5 5
6 6 6	6 6 6
7 7 7	7 7 7
8 8 8	8 8 8
9 9 9	9 9 9

REPORT ALL PAID SET/SELLS DISPLAYS FOR MARLBORO IN THIS COLUMN.

DO NOT REPORT IN THIS COLUMN.

NON PAID DISPLAYS

1ST MAJ	3RD MAJ
0 0 0	0 0 0
0 0 0	0 0 0
0 0 0	0 0 0
0 0 0	0 0 0
0 0 0	0 0 0
0 0 0	0 0 0
0 0 0	0 0 0
0 0 0	0 0 0
0 0 0	0 0 0
0 0 0	0 0 0

REPORT ALL 1ST MAJ. SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN.

REPORT ALL 3RD BRANDS SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN

3rd MAJOR CIG.

SET/SELL	SPECIAL ACTIVITY
0 0 0	0 0 0
1 1 1	1 1 1
2 2 2	2 2 2
3 3 3	3 3 3
4 4 4	4 4 4
5 5 5	5 5 5
6 6 6	6 6 6
7 7 7	7 7 7
8 8 8	8 8 8
9 9 9	9 9 9

REPORT ALL PAID B & H MULTIF. SET/SELL DISPLAYS DURING THE FIRST 4 WEEKS VA. SLIMS 2ND 4 WEEKS.

DO NOT REPORT IN THIS SECTION.

SUPPLEMENTAL

DISPLAYS ERECTED	SPECIAL ACTIVITY
0 0 0	0 0 0
1 1 1	1 1 1
2 2 2	2 2 2
3 3 3	3 3 3
4 4 4	4 4 4
5 5 5	5 5 5
6 6 6	6 6 6
7 7 7	7 7 7
8 8 8	8 8 8
9 9 9	9 9 9

REPORT ALL A-1 DISPLAYS ERECTED THIS CYCLE IN THIS COLUMN.

DO NOT REPORT IN THIS COLUMN.

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Form # 1239 Rev. 4/70
P. M. U. S. A.

PHILIP MORRIS U. S. A.

SALESMAN'S EXPENSE VOUCHER

DRAFT NO. ← FILL IN

DO NOT WRITE HERE → GROUP | SALESMAN'S NUMBER

SALESMAN'S NAME (PRINT) | WEEK ENDING (SATURDAY) 19

HEADQUARTERS (CITY-STATE) | TERRITORY CODE | DIVISION NO. | SECTION NO.

Receipts must be attached to duplicate copy which is mailed to immediate superior for all expenses. Such receipts must be on Certified Bill Head showing date, items purchased and value, and must be signed by the person receiving payment.

		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	TOTAL	Acct. Code
	Hours Worked									FOR OFFICE USE ONLY
	Explanation Time Not Worked									
	Town and State Where Expenses Were Incurred									
Personal And Other Expenses	Room									
	Meals									
	Telephone, Telegrams, Postage									
	Transportation Paid By You (other than company car)									
	Personal Smokes									
	Supplies - Office, Etc.									
	Total Personal and Other Expenses									
Samples	Switch Sampling									
	Samples - Other (Specify)									
Incentive Promotions	Dealer Incentives									
	TOTAL GRATIS PACKS USED	300	PACKS	@	31¢				$93.00	
	$1.00 Gratis Units 1st Major	90	OUTLETS	@	$1.00				90.00	
	$1.00 Gratis Units 3rd Brand	30	OUTLETS	@	$1.00				30.00	

MERCHANDISING PROGRAM EXPENSES SHOW TOTALS FROM PERFORMANCE REPORTS - LOCAL PROMOTIONS

WEEKLY TOTALS PLANS A & C (FORM #1762)		
WEEKLY TOTAL PLANS B & B-1 (FORM #1763)		

SHOW AIR TRAVEL CARD CHARGES SEE INSTRUCTIONS #11

TRIP DATE	TICKET NO.	ORIGIN	DESTINATION	AMOUNT
				$

TOTAL EXPENSES ABOVE		
AUTO EXPENSE (FROM AUTO EXPENSE STATEMENT)		
TOTAL EXPENSE		

Comments:

SIGNATURE | ADDRESS | CITY | STATE | ZIP CODE

Quadruplicate (Salesman Only) Forward To Section Office

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PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

★ ★ ★

ADVERTISING SCHEDULE

SEPTEMBER 2 - OCTOBER 25

5TH SALES CYCLE

1974

★ ★ ★

MARLBORO BENSON & HEDGES PARLIAMENT

VIRGINIA SLIMS MULTIFILTER

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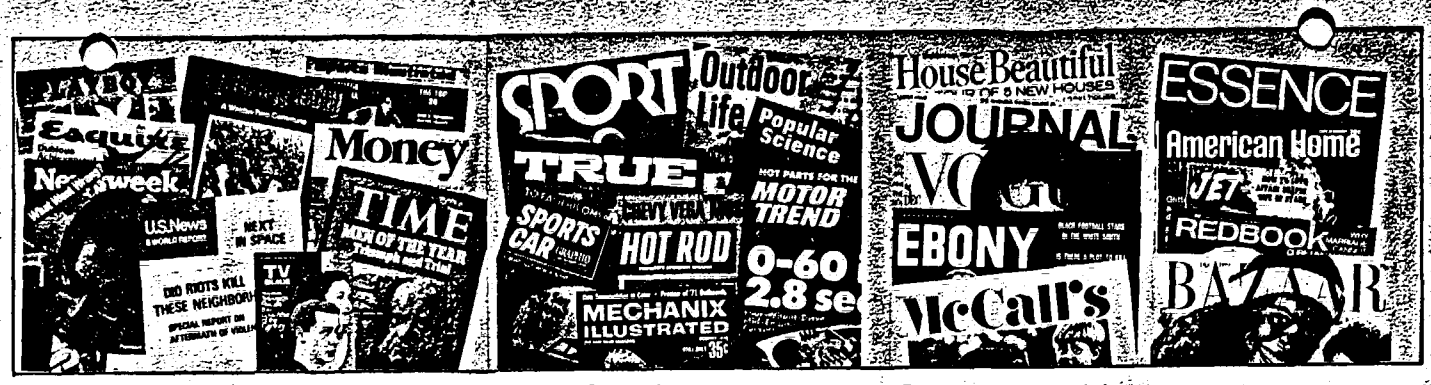

NATIONAL PERIODICALS

ON SALE THIS CYCLE

MARLBORO

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sports Illustrated
Playboy
Penthouse
Oui
Esquire
Popular Science
Popular Merchanics
Mechanix Illustrated
Sport
True
Sports Afield
Sporting News
Argosy
Outdoor Life
Field & Stream
VFW Magazine
American Legion
Motor Trend
Hod Rod
Car Craft
Road & Track
Family (Army Times)
Ebony
Woman's Day
Viva
Harvard Lampoon
Life

VIRGINIA SLIMS

TV Guide
People
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Vogue
Mademoiselle
Harper's Bazaar
Family Circle
Woman's Day
American Home
House & Garden
House Beautiful
MacFadden's Women's Group
Dell Modern Group
Southern Living
Ideal Women's Group
Glamour
Viva
Girl Talk
Ebony
Jet
Womens Sports
Essence

PARLIAMENT

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
McCalls
Ladies Home Journal
Family Circle
Psychology Today
Money
Travel & Leisure
Signature
Saturday Review/World
Harpers
Atlantic
New Times
National Jewish Monthly

BENSON & HEDGES

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sport Illustrated
Esquire
Playboy
Penthouse
Oui
Ebony
Black Enterprise
Jet
Contact
Essence
Players
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Family Circle
Woman's Day
Womens Sports
American Home
Saturday Review/World
Atlantic
Psychology Today
Money
Travel & Leisure
Harper's
New Times
Gourmet
Southern Living

MULTIFILTER

TV Guide
Time

1005200782

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LOCAL ADVERTISING REGION NO. 1

OUTDOOR*

Marlboro (September)	Boston	110 Posters
Benson & Hedges (October)	Hartford	25 Posters
	New Haven	32 Posters
	New York	191 Posters
	Providence	38 Posters
	Newark	240 Posters
Marlboro (September) Benton & Hedges (October)	New York	1,800 2-Sheet Subway Panels
Parliament (September) Benson & Hedges (October)	New York	500 King-Size Panels
Marlboro	New York	300 Subway Clocks
Marlboro	Rochester	5 Bulletins
	Bridgeport	2 Bulletins, 23 Posters
	Boston	8 Bulletins, 110 Posters
	Buffalo	4 Bulletins, Erie County Stadium
	Hartford	2 Bulletins 18 Posters
	New Haven	4 Bulletins 13 Posters
	New York	46 Bulletins
	Providence	6 Bulletins
	Albany	34 Posters
	Atlantic City	1 Bulletin
Marlboro	All Markets	REA Truck Panels
Benson & Hedges	New York	8 Bulletins

REGIONAL PERIODICALS

Benson & Hedges, Parliament	Boston	Boston Magazine
Benson & Hedges, Parliament	Boston New York	Playbill
Benson & Hedges, Marlboro, Parliament	New York	Cue
Benson & Hedges, Parliament	New York	Lincoln Center Programs
Benson & Hedges, Parliament, Marlboro	New York	New York Magazine

*Bulletin Dimensions:
Bulletin (Permanent & rotating) - 12'x48' - 20'x70'
Poster (30-Sheet Panels) - 12'x25'
Kings (8-Sheet Panels) - 88"x85"
2-Sheet - 45"x59½"

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SUNDAY SUPPLEMENTS

NATIONAL:

Family Weekly	Marlboro, Virginia Slims, Benson & Hedges
Parade	Benson & Hedges, Marlboro, Virginia Slims
Tuesday Dawn	Benson & Hedges, Marlboro, Virginia Slims, Benson & Hedges

LOCAL:

Buffalo	Courier Express	Parliament
Boston	Advertiser/Herald Traveler	Parliament, Benson & Hedges, Marlboro, Virginia Slims
Hartford	Courant	Parliament
New York	Long Island Newsday	Benson & Hedges, Marlboro, Virginia Slims, Parliament
	News	Benson & Hedges, Marlboro, Parliament, Virginia Slims
	Times	Parliament, Benson & Hedges, Marlboro
Newark	Star Ledger	Parliament
Providence	Journal	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Rochester	Democrat & Chronicle	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Syracuse	Herald American/ Post Standard	Parliament
Worcester	Sunday-Telegram	Benson & Hedges, Marlboro, Virginia Slims, Parliament

NEWSPAPERS:

Boston	Globe, Herald American	Marlboro Menthol
Bridgeport	Post Telegram	Marlboro Menthol
Hartford	Courant, Times	Marlboro Menthol
New Haven	Register	Marlboro Menthol
New York	News, Post, Times	Marlboro Menthol
	Amsterdam News	Benson & Hedges, Marlboro Menthol
	Jamaica Voice	Benson & Hedges, Marlboro Menthol
	Newark Afro-American	Benson & Hedges, Marlboro Menthol
	Long Island Newsday	Marlboro Menthol
New Jersey	Paterson News	Marlboro Menthol
	Trenton Times	Marlboro Menthol

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POINT-OF-SALE KIT

1ST FEATURED BRAND

MARLBORO – Family Pack – Generic

Sept. 2 – Oct. 25, 1974

SEPTEMBER

S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER

S	M	T	W	T	F	S
	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	

ITEM	S/R*	DM	M/R	PACKING
30 Pack Set/Sell		AS PER LIST		50
18 Pack Set/Sell		AS PER LIST		50 & 75
Small Shelf Talker	50	–	25	50
Posters	50	–	–	Bulk
Counter Card (Easel)	50	–	–	50

2ND FEATURED BRANDS

BENSON & HEDGES 100's – Panasonic Emergency/Light

Sept. 2 – Sept. 27, 1974

SEPTEMBER

S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	

ITEM	S/R	M/R	PACKING
Small Shelf Talker with coupon pad	50	25	50
Counter Card with coupon pad	50	25	50

BENSON & HEDGES MULTIFILTER – Generic

Sept. 30 – Oct. 25, 1974

OCTOBER

S	M	T	W	T	F	S
	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	

ITEM	S/R	M/R	PACKING
Small Shelf Talker with coupon pad	50	25	50
Counter Card with coupon pad	50	25	50

3RD FEATURED BRANDS

BENSON & HEDGES MULTIFILTER – Generic

Sept. 2 – Sept. 27, 1974

SEPTEMBER

S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	

ITEM	S/R	M/R	PACKING
20 pack Set/Sell	AS PER LIST		50

VIRGINIA SLIMS – 3 Nostalgic Match Boxes with 2 Packs

Sept. 30 – Oct. 25, 1974

OCTOBER

S	M	T	W	T	F	S
	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	

ITEM	S/R	M/R	PACKING
36 Pack Set/Sell with Instruction Sheet	50	25	50
Nostalgic Matches (18 sets of 3 match boxes per display)	900	450	450 sets of 3 match boxes + 30 single boxes + 500 vinyl bands
Single Nostalgic match boxes for use on display + 5 for giveaway	50		
Posters (Generic)	50	25	Bulk

VIRGINIA SLIMS – Generic

Non-on-pack States (Nebraska & Montana)

Sept. 30 – Oct. 25, 1974

OCTOBER

S	M	T	W	T	F	S
	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	

ITEM	S/R	M/R	PACKING
20 Pack Set/Sell	50	25	50
Posters (Generic)	50	25	Bulk

MISCELLANEOUS

	S/R	DM	PACKING
"SPECIAL OFFER" 10 Carton Bands	20	1	20
Daily Work Record	2	1	
Retail Order Pads	2	1	
Masking Tape	1	1	
Scanner Sheets	10	1	

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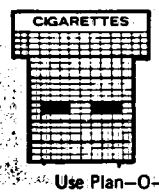
MERCHANDISING

PLAN A



Use Plan–O–Gram based on Market Share (4th Shelf or Higher)

PLAN A-1

Marlboro Generic

Sept. 30 – Oct. 25, 1974

PLAN B

WOOD RACK

Marlboro Red Box, 100's Box, Menthol and Lights
Sept. 2 – Oct. 25, 1974

NEW WIRE RACK

Marlboro Red Box, 100's Box, Menthol and Lights

Benson & Hedges 100's
Sept. 2 – Sept. 27, 1974

Marlboro Red Box, 100's Box, Menthol and Lights

Benson & Hedges Multifilter
Sept. 30 – Oct. 25, 1974

PLAN B-1

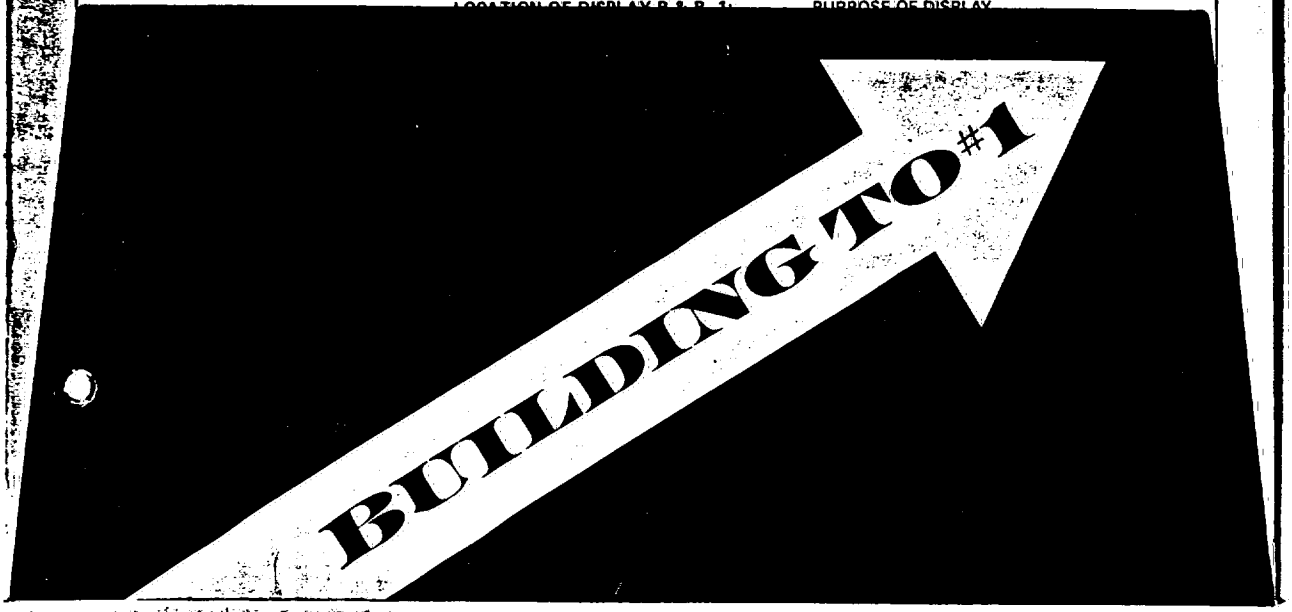
Benson & Hedges 100's — Marlboro Red Box, 100's Box, Menthol & Lights

Sept. 2 – Sept. 27, 1974

Benson & Hedges Multifilter — Marlboro Red Box, 100's Box, Menthol & Lights

Sept. 30 – Oct. 25, 1974

LOCATION OF DISPLAY P & P-1 — PURPOSE OF DISPLAY



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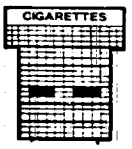
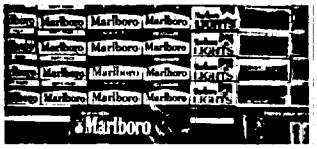
MERCHANDISING

PLAN A





Use Plan–O–Gram based on Market Share (4th Shelf or Higher)

PLAN A-1

Marlboro Generic

Sept. 30 – Oct. 25, 1974

PLAN B

WOOD RACK

Marlboro Red Box, 100's Box, Menthol and Lights
Sept. 2 – Oct. 25, 1974

NEW WIRE RACK

Marlboro Red Box, 100's Box, Menthol and Lights

Benson & Hedges 100's
Sept. 2 – Sept. 27, 1974

Marlboro Red Box, 100's Box, Menthol and Lights

Benson & Hedges Multifilter
Sept. 30 – Oct. 25, 1974

PLAN B-1

Benson & Hedges 100's — Marlboro Red Box, 100's Box, Menthol & Lights

Sept. 2 – Sept. 27, 1974

Benson & Hedges Multifilter — Marlboro Red Box, 100's Box, Menthol & Lights

Sept. 30 – Oct. 25, 1974

LOCATION OF DISPLAY B & B–1:
Front Counter Near Cash Register

PURPOSE OF DISPLAY
- Insure Adequate Product Visibility
- Improve Product Exposure
- Satisfy Consumer Demand for Product
- Self Service

SET AND SELL DISPLAYS

FIRST FEATURED BRAND

30 Pack Display

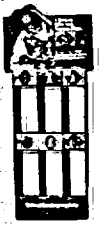
Marlboro Red Box, 100's Box, Menthol and Lights
Sept. 2 – Oct. 25, 1974

THIRD FEATURED BRANDS

20 Pack Display

Benson & Hedges Multifilter
Sept. 2 – Sept. 27, 1974

36 Pack Display



Virginia Slims
Sept. 30 – Oct. 25, 1974

SEPTEMBER 1, 1974 – OCTOBER 25, 1974

Source: https://www.industrydocuments.ucsf.edu/docs/rxll0000

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RETAIL ACTIVITY

• **SELL-IN:**

10 carton combination sell-in with 5% hand gratis up to 10 cartons.

SEPTEMBER						
S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	[illegible]
[illegible]	[illegible]					

September

5 Marlboro (2 100's Box, 2 Lights, 1 Menthol)

3 Benson & Hedges 100's (2 Regular & 1 Menthol)

2 Benson & Hedges Multifilter (1 Regular & 1 Menthol)

10 Cartons

OCTOBER						
S	M	T	W	T	F	S
	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		

October

5 Marlboro (2 100's Box, 2 Lights, 1 Menthol)

3 Benson & Hedges Multifilter (2 Regular & 1 Menthol)

2 Virginia Slims (1 Regular & 1 Menthol)

10 Cartons

*Note

Sell-in additional cartons of Marlboro Red and other Philip Morris Brands (Gratis will not be offered for purchase of Marlboro Red 80/85mm).

Latitude will be permitted in changing the product mix in the 10-carton sell-in. Example: We suggested 2-100's Box, 2-Lights, and 1-Methol for Marlboro sell-in as First Featured Brand. In an instance where your customer has on hand a sufficient supply of Lights and Menthol, sell-in 5-cartons of Marlboro 100's Box. Direct any further questions to your Division Manager regarding latitude in selling in the 10-carton offer.

HAND GRATIS

1 PACK FREE with 2 - CARTONS UP TO 5 PACKS FREE with 10-CARTON PURCHASE

+

$1.00 Set/Sell allowance for displays placed in a self-service position for 2 weeks. With merchandising contract — use 20 pack Set/Sell displays. Without merchandising contract, use 30 pack Set/Sell displays.

(NOTE: Combinations you can offer: 5% hand gratis + $1.00 Set/Sell or $1.00 Set/Sell)

DISPLAY LOCATIONS

COUNTER OR CHECKOUT

GRATIS RECEIPT

PLACE DISPLAYS — Show $1.00 for display payment on bottom of gratis receipt.

SIGNATURE — Dealer signature required.

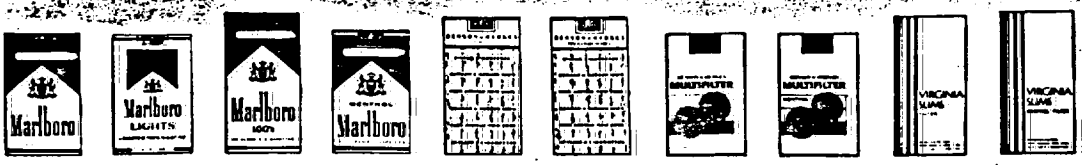
COMPLETED RECEIPT — Attach to Weekly Expense Voucher, or Daily Work Record.

RECORD — In accordance with Section Policy.

SPECIAL SELL-IN/DISPLAY ACTIVITY

- *National:* Refer to Display Set-up page inside Product Promotion Plan Folder
- *San Francisco:* See Merchandising Set-up page
- *Sections I, II, & IV:* See Merchandising Set-up page
- *Hawaii:* See Merchandising Set-up page

FEATURED BRANDS



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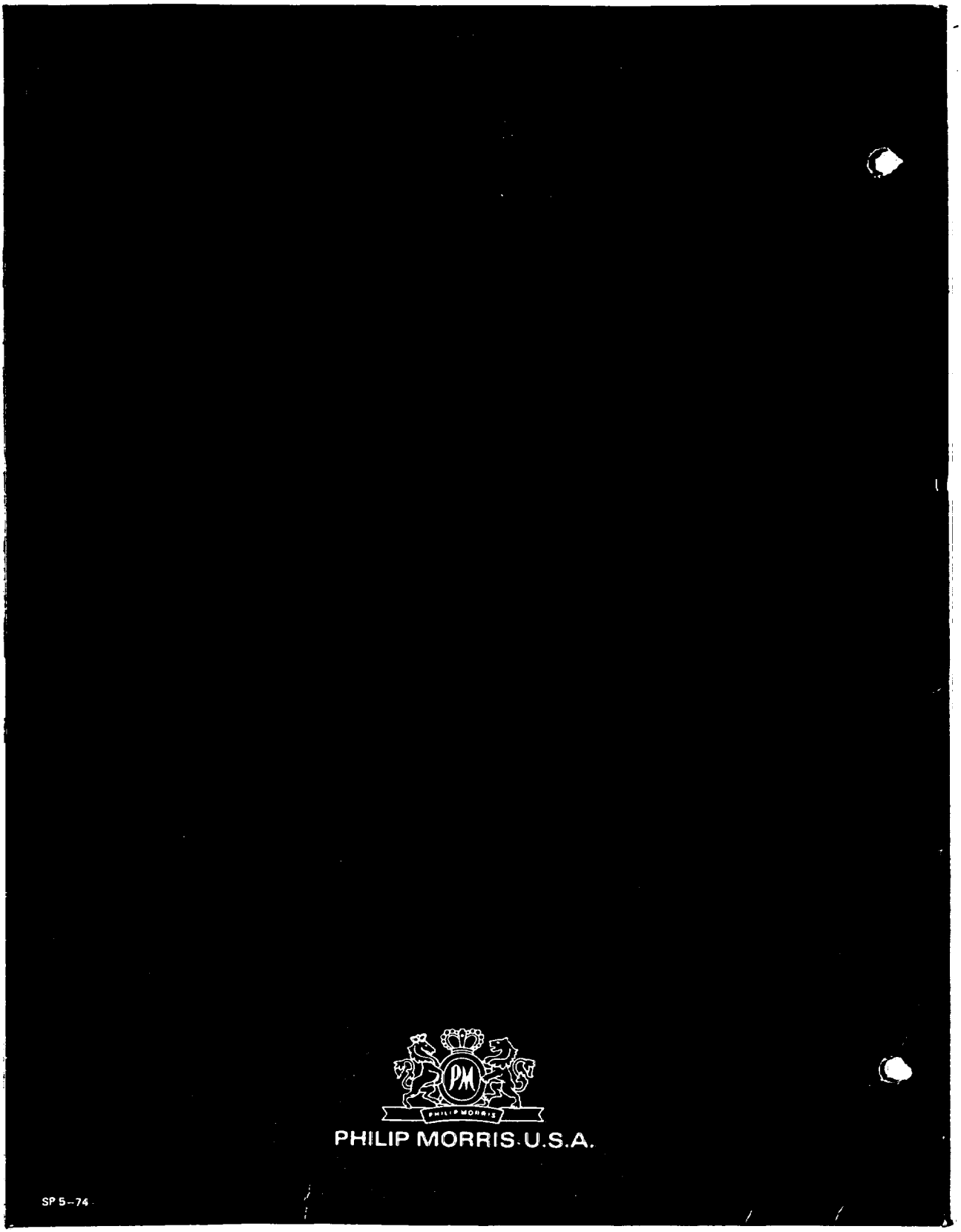

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